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CENTRAL FAX CENTER**JUN 23 2006****CASE NO.: 50P4416**
Serial No.: 09/840,437
June 23, 2006
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1. (canceled).
2. (previously presented) An interactive television, comprising:

a gateway screen displayed by the interactive television at least upon initial energization of the television, the gateway screen having:

at least one television content panel; and

at least one Internet content panel displaying content related to the content in the television content panel, wherein the gateway screen is a last screen displayed in response to receiving a signal to deenergize the interactive television.
3. (original) The interactive television of Claim 2, wherein the gateway screen is displayed when the interactive television is turned on.
4. (canceled).
5. (original) The interactive television of Claim 2, further comprising a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.
6. (original) The interactive television of Claim 2, further comprising a remote control unit, the remote control unit having a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.
7. (original) The interactive television of Claim 2, wherein the television content panel includes content from at least one television signal source.
8. (original) The interactive television of Claim 2, wherein the internet content panel includes content from at least one Web server.
9. (currently amended) An interactive television system, comprising:

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at least one Web server;

at least one interactive television system server;

at least one television signal source; and

at least one interactive television, the interactive television receiving information from the Web server, the interactive television system server, and the television signal source, the interactive television periodically displaying a gateway screen, the gateway screen having at least one television content region and at least one Internet content region, the gateway screen being automatically displayed upon energization of the television, wherein the gateway screen is displayed in response to receiving a signal to deenergize the interactive television.

10. (original) The interactive television system of Claim 9, wherein the gateway screen is displayed when the interactive television is turned on.

11. (canceled).

12. (original) The interactive television system of Claim 9, further comprising a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.

13. (original) The interactive television system of Claim 9, further comprising a remote control unit, the remote control unit having a gateway screen button and the gateway screen is displayed when the gateway screen button is toggled.

14. (original) The interactive television system of Claim 9, wherein the television content panel includes content from the at least one television signal source.

15. (original) The interactive television system of Claim 9, wherein the internet content panel includes content from the at least one Web server.

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16. (currently amended) A method of interactive television, comprising the acts of:
displaying a gateway screen in response to a user turning the television on; and
enabling a consumer to receive information from at least two of: at least one Web
server, at least one interactive television system server, and at least one television signal
source via the gateway screen, wherein the gateway screen is displayed in response to
receiving a signal to deenergize the interactive television.

17. (original) The method of Claim 16, wherein the gateway screen includes at least one television
content panel and at least one Internet content panel.

18. (original) The method of Claim 16, wherein the gateway screen is displayed when the
interactive television is turned on.

19. (canceled).

20. (original) The method of Claim 16, wherein the gateway screen is displayed when a gateway
screen button is toggled.

21. (original) The method of Claim 17, wherein the television content panel includes content from
the at least one television signal source.

22. (original) The method of Claim 17, wherein the internet content panel includes content from
the at least one Web server.

23. (original) The method of Claim 16, further comprising the acts of:
receiving consumer input via a conventional TV control device; and
establishing the gateway screen based at least in part on the consumer input.

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24. (original) The method of Claim 16, wherein the gateway screen is stored in a memory within an interactive television.

25. (original) The gateway screen of Claim 1, wherein content in the Internet content panel is related to content in the television content panel.

26. (original) The gateway screen of Claim 25, wherein content in the television content panel is received real-time from a broadcast.

27. (original) The gateway screen of Claim 25, wherein content in the television content panel is received from a storage associated with the television.

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